

Virginia Energy Sense Survey Questionnaire

February 14, 2014

SCREENING QUESTIONS

This section is used to ensure that the survey is contacting only qualified participants.

1. CODE LANDLINE VS. CELL PHONE RESPONDENTS IN ADVANCE

2. RECORD GENDER [DO NOT ASK, CODE IN ADVANCE]

Male 1
Female 2

3. FOR LANDLINE, RECORD AREA [DO NOT ASK, COLLECT AND RECORD FROM CALL SHEET]

Northern Virginia (NO. VA, DC media) 1
Northwestern Virginia (Harrisonburg) 2
Eastern Virginia (Tidewater-Norfolk) 3
Central Virginia (Richmond-Charlottesville) 4
Southwestern Virginia (Roanoke-Lynchburg) 5

4. FOR CELLPHONE: Can you please tell me your zip code? [RECORD ZIP CODE]

Provided zip code 1
Refused 99

5. (Q1a) Does anyone in this household work for a market research firm, an energy company, a public utility, or the news media?

No 1 [CONTINUE]
Yes 2 [TERMINATE]
Not sure 9 [TERMINATE]

6. (Q1b) For statistical purposes only, would you please tell me how old you are?

RECORD YEAR [_____] [MUST BE 18+ TO QUALIFY] 1
Refused [DNR] 99

7. (Q1c) And again, for statistical purposes only, are you from a Hispanic or Spanish-speaking background?

Yes, Hispanic 1
No, not Hispanic 2
Not sure/refused [DNR] 99

8. (Q1d) To ensure that we have a representative sample, can you please tell me the race or ethnicity you identify with most? [READ ANSWER CHOICES]

White	1
Black	2
Asian	3
Other [DNR]	4
Hispanic [DNR].....	5
Not sure/refused [DNR].....	99

ATTENTION TO ENERGY USE

This section tracks respondents' personal energy use and their specific awareness.

This first section of questions will ask about the attention you pay to your personal energy use.

9. (Q10) How much attention would you say you personally pay to the amount of electricity used by your household? [READ LIST]

A great deal of attention	1
A fair amount of attention	2
Only some attention	3
Just a little attention	4
Not much attention at all	5
Don't know/refused [DNR]	99

10. (Q4) Do you own or rent your current home?

Own	1
Rent	2
Not sure [DNR]	99

11. (Q13) How much of the time do you personally pay the electricity bill – always, most of the time, some of the time, or almost never? [READ LIST]

Always	1
Most of the time	2
Some of the time	3
Almost never	4
Electricity is included in my rent	5
Don't know/refused [DNR]	99

12. [DO NOT ASK IF Q11=5]

(Q11a) Do you happen to know approximately how much your most recent electricity bill was in dollars?
Please provide your best guess.

RECORD THE NEAREST WHOLE DOLLAR AMOUNT [PERMITTED RANGE: \$0 to \$9,999]
Don't know [DNR] 99

IMPORTANCE OF CONSERVING ENERGY

This section gauges the amount of importance respondents place on energy conservation and their reasons for doing so.

I would now like to ask you some questions about conserving energy.

13. (Q2) Would you say it is important to you personally to save energy, or not? IF "YES, IT IS IMPORTANT" ASK: Would you say it is very important to save energy or just somewhat important to save energy? [READ ANSWER CHOICES]

Yes, very important 1
 Yes, somewhat important 2
 Yes, not sure how important 3
 No, not important 4
 Not sure/don't know [DNR] 9

Q14-19 (NEW) [ASK ONLY IF Q13=1,2,3]

Please tell me how important each of the following reasons is to your desire to save energy. [RANDOMIZE]

		Very important	Somewhat important	Somewhat unimportant	Very unimportant	Not sure/Refused [DNR]
14.	It is good for the environment	1	2	3	4	99
15.	It saves money.	1	2	3	4	99
16.	It will increase our energy security.	1	2	3	4	99
17.	It is good for business	1	2	3	4	99
18.	It helps create jobs	1	2	3	4	99
19.	It will have a positive effect on the value of my home.	1	2	3	4	99

Sample Headline: When it comes to energy conservation, some Virginians are motivated by the impact on home value and energy bills, while the impact on the environment is less of a priority.

20. (NEW) [ASK ONLY IF Q13=1,2,3]

Do you associate energy efficiency more with efforts to save money or efforts to protect the environment?
 [DO NOT READ ANSWERS]

Saving money 1
 Protecting the environment 2

Sample Headline: Virginia residents are split on the true meaning of energy efficiency. Young people generally make an environmental connection, while to older Virginians, conserving energy means greater savings.

21. (NEW) In your opinion, who should be held most responsible for saving energy?

[RANDOMIZE. SINGLE PUNCH. READ LIST]

Individuals or families..... 1
 Businesses 2
 Power companies 3
 Policymakers and the government..... 4
 Don't know/refused [DNR] 99

KNOWLEDGE AND INFORMATION SOURCES

This section tracks respondents' knowledge and willingness to learn best conservation practices and their most frequent and trustworthy information sources in this area.

22. (Q16) If you had to describe your level of knowledge about the steps you could take to reduce electricity use, would you say you are an expert, highly knowledgeable, somewhat knowledgeable, not very knowledgeable, or not knowledgeable at all?

Expert	1
Highly knowledgeable	2
Somewhat knowledgeable	3
Not very knowledgeable	4
Not knowledgeable at all	5
Don't know/refused [DNR]	9

23. (NEW) Do you recall receiving any information about energy conservation in the past year? If so, from where?
[DO NOT READ LIST. MULTI-PUNCH]

Your utility / electric power company	1
State or local government	2
Federal government	3
Your neighbors	4
Church or community group	5
Environmental organizations	6
Family or friends	7
News media, like TV, radio, and print media sources	8
Other forms of media, like websites or social media channels of relevant organizations	9
Other [SPECIFY]	10
Don't recall receiving any information[DNR]	11
Don't know/refused [DNR]	98
None of these [DNR]	99

Sample Headline: Surprisingly, less than a quarter of Virginians can recall hearing about energy conservation from their local power company. News media is the most frequent source of energy conservation updates for Virginia residents.

Q24-32 (NEW) How much would you trust the information on energy conservation that you might receive from each of the following sources? Would you trust the information a great deal, somewhat, very little, or not at all? [RANDOMIZE. READ LIST.]

		Trust a great deal	Trust somewhat	Trust very little	Not trust at all	Not sure/ Refused [DNR]
24.	Your utility or electric power company	1	2	3	4	99
25.	State or local government	1	2	3	4	99
26.	Federal government	1	2	3	4	99
27.	Your neighbors	1	2	3	4	99
28.	Church or community group	1	2	3	4	99
29.	Environmental organizations	1	2	3	4	99
30.	Family or friends	1	2	3	4	99
31.	News media, like TV, radio, and print media sources	1	2	3	4	99
32.	Other forms of media, like websites or social media channels or relevant organizations [KEEP AFTER Q31]	1	2	3	4	99

Sample Headline: Regarding energy conservation, Virginians have surprisingly little trust in information offered by environmental organizations. Rather, they're much more likely to believe what they hear from neighbors, family, and friends.

33. (Q17) How interested would you be in learning more about the steps you could take to reduce electricity use? Would you say you would be extremely interested, very interested, somewhat interested, not too interested or not at all interested?

Extremely interested 1
 Very interested 2
 Somewhat interested 3
 Not too interested 4
 Not at all interested 5
 Don't know/refused [DNR] 9

ACTIONS TO CONSERVE ENERGY

This section measures the likelihood of implementing specific energy conservation methods and perceived barriers to being energy efficient.

I would now like to ask you some questions about your personal energy use.

Q34-42 (Q15, Q21) Please tell me how likely you are to do each of the following within the next twelve months.
[RANDOMIZE. READ LIST]

		Very likely	Somewhat likely	Not too likely	Not at all likely	Already doing this	Don't know enough to guess/Not sure [DNR]
34.	Make some changes to your daily routine in order to use less electricity.	1	2	3	4	5	99
35.	Get a professional home energy audit.	1	2	3	4	5	99
36.	Caulk and seal air leaks around drafty windows and doors	1	2	3	4	5	99
37.	Switch to more energy-efficient light bulbs.	1	2	3	4	5	99
38.	Install a programmable thermostat to control your heating or cooling by time of day.	1	2	3	4	5	99
39.	Increase insulation levels in your walls, basement or attic	1	2	3	4	5	99
40.	Turn off your lights or unplug electronics when not using them on a regular basis.	1	2	3	4	5	99
41.	Lower the temperature of your hot water heater.	1	2	3	4	5	99
42.	Replace old appliances with new, more energy-efficient appliances.	1	2	3	4	5	99

Q43-Q47 (NEW) Please tell me if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or are unsure to each of the following statements. [RANDOMIZE. READ LIST]

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure/Refused [DNR]
43.	I am unsure how to save energy.	1	2	3	4	99
44.	Making my home more energy efficient is too expensive.	1	2	3	4	99
45.	I don't have the time to make my home more energy efficient.	1	2	3	4	99
46.	Changes to my home are not going to have much environmental impact.	1	2	3	4	99
47.	Changes to my home probably wouldn't have much impact on my energy bills.	1	2	3	4	99

Sample Headline: Despite the wide range of simple energy-saving practices that are effective in the home, a majority of Virginians still claim that they don't have the time to engage in such practices. Here are three quick and effective steps that can help cut down on your energy costs: using a programmable thermostat to automatically reduce heating and cooling when you're asleep and away from home; regularly changing dirty air filters; and air sealing air leaks around draft windows and doors.

48. (NEW – from Q23) There are many things people can do to save electricity, some of which cost little or nothing and others that require a higher upfront cost but can provide a greater return on investment. What amount of money are you willing to invest to improve your home's energy efficiency? Are you... [READ LIST]

Unwilling to make any investment 1
Willing to spend a little money but less than 100 dollars this year 2
Willing to spend more than 100 dollars but not more than 500 dollars
this year 3
Willing to make changes in my home that could cost more
than 500 dollars..... 4
Don't know/refused [DNR] 99

VIRGINIA ENERGY SENSE CAMPAIGN AWARENESS

This section measures respondents' level of awareness of initiatives and campaigns in the state of Virginia.

This final section will include questions about your awareness of energy conservation initiatives in Virginia.

49. (Q8a) Do you happen to know whether the Commonwealth of Virginia has set any goals for reducing electricity usage, or don't you know about this? [READ LIST]

Yes, has set goals	1
No, has not set goals	2
Don't know whether set goals	99

50. (Q8b) [ASK ONLY IF Q49=1]

Do you know what that goal is? [OPEN END]

Record response	1
Don't know [DNR].....	98
Refused [DNR]	99

51. (Q18) Have you seen, heard, or read any news coverage, websites, or advertising recently from the Virginia Energy Sense program, encouraging Virginians to reduce energy usage?

No	1
Yes	2
I am not sure	3
Refused [DNR]	99

52. (Q19) Recently you may have heard radio advertisements reminding you of simple things you can do at home to save energy and money like lowering your thermostat, air sealing and getting an energy audit that "just make sense". Do you remember seeing or hearing any of these advertisements or public service announcements?

No	1
Yes	2
I am not sure	3
Refused [DNR]	99

DEMOGRAPHICS

This section will be used to measure patterns and differences within subgroups of the respondent population.

We're almost done. The rest of the questions are for statistical purposes only.

53. (QF1) What is the last grade that you completed in school? [DO NOT READ LIST]

Grade school	1
Some high school	2
High school graduate	3
Some college	4
2-year college/technical school	5
4-year college	6
Some postgraduate work	7
Post-graduate degree	8
Not sure/refused [DNR]	99

54. (QF2) Which best describes the area in which you live? [READ LIST]

Urban	1
Suburban	2
Exurban	3
Rural	4
Not sure/refused [DNR]	99

55. (QF3a) Which of the following best describes your current employment status? [READ LIST]

Employed full-time	1
Employed part-time	2
Unemployed and looking for work	3
Unemployed and not looking for work	4
Full-time student	5
Homemaker	6
Retired	7
Not sure/refused [DNR]	99

56. (Q12a) How many people live in your household?

1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
More than 10	11
Not sure/refused [DNR]	99

57. (Q7) What is the name of your local electricity provider? [DO NOT READ LIST]

A&N Electric Cooperative	1
Appalachian Power	2
BARC Electric Cooperative	3
Bristol Virginia Utilities	4
Central Virginia Electric Cooperative	5
Community Electric Cooperative	6
Craig-Botetourt Electric Cooperative	7
Danville Utilities	8
Dominion Virginia Power	9
Harrisonburg Utilities	10
Kentucky Utilities/Old Dominion Power	11
Mecklenburg Electric Cooperative	12
Northern Neck Electric Cooperative	13
Northern Virginia Electric Cooperative	14
Powell Valley Electric Cooperative	16
Prince George Electric Cooperative	17
Rappahannock Electric Cooperative	18
Shenandoah Valley Electric Cooperative	19
Southside Electric Cooperative	20
Other [SPECIFY, OPEN END]	22
Not sure	99

58. (QF4) What was your household's total income last year, including everyone in the household? [READ LIST]

Less than \$25,000	1
\$25,000 to less than \$50,000	2
\$50,000 to less than \$75,000	3
\$75,000 to less than \$100,000	4
\$100,000 to less than \$150,000	5
\$150,000 or more.....	6
Don't know/ refused [DNR].....	99

Those are all the questions I have for you. Thank you for your time and participation.